

Foundation and Fundraising Toolkit



Foundation and Fundraising



FOUNDATION AND FUNDRAISING PROGRAM TOOL KIT

This tool kit is free to EMS agencies interested in implementing a foundation or fundraising program. The materials have been developed to provide step-by-step instructions for implementing programs and useful materials to assist you in that process. This and other toolkits may also be found at <http://resuscitationacademy.org/>.

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Overview

In order to provide high quality care for all patients, Emergency Medical Services (EMS) must possess adequate manpower, training, coordination, and supplies. Many communities struggle with limited budgets which can adversely affect the availability of any or all of these requirements. One way to increase funds is to engage your community's interest and active participation in financially supporting your efforts to improve patient care and increase survival rates. Charitable gifts can provide needed funds for training, medical review, equipment, vehicles, and supplies. This toolkit is designed to help you garner and cultivate your community's financial support.



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Buy-in

It is essential to engage and solicit support from your community. There is often a substantial difference between what EMS systems receive from primary funding sources and how much it really takes to deliver top-notch emergency services. Community support and charitable giving can address this shortcoming and is essential an EMS foundation to get off the ground. An initial public awareness campaign may be necessary to inform the community about the unmet needs of the essential EMS services.

Talking points

Community

- Outline the need for a foundation in the community. Use a combination of statistics, unmet community needs, and personal stories.
- Outline specifics of what the foundation will do for the community.
- *Avoid:* talking heads, too many numbers/statistics.
- Make it personal: recruit community members whose lives were affected by the efforts of EMS personnel. Evidence indicates that individuals are more likely to become involved (personally or financially) if they connect with an individual as opposed to simply reading statistics.

These messages will be different depending on the target audience and the community needs. Many of these messages can be used for both public awareness and for soliciting donations.

Corporate

- If soliciting corporate contributions, emphasize community good will and positive publicity for the company.
- Identify the potential for setting up matching contributions.



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Program Tools

The Medic One Foundation has graciously offered to act as a resource in helping you engage and solicit support from your community as well as helping you take the steps to establish a nonprofit foundation. The Medic One Foundation has many years of experience and can be an invaluable resource.

Medic One Foundation- <http://www.mediconefoundation.org/>
Or contact: Jan Sprake, Executive Director, (206) 744-9425



IRS Resources

The following site is tailored specifically for tax exempt organizations and offers guidance, explanations, and answers frequently asked questions:

<http://www.irs.gov/charities/charitable/index.html>

This site details and explains annual reporting requirements for your tax exempt organization:

<http://www.irs.gov/charities/article/0,,id=96581,00.html>

Other Helpful Sites

The following sites offer more details, definitions, and advice for each phase of starting a non-profit:

- Northwest Nonprofit Resources- <http://www.nnr.org/>
- Foundation Center- <http://foundationcenter.org/> with specific start-up instructions here: http://www.foundationcenter.org/getstarted/faqs/html/starting_nonprofit.html

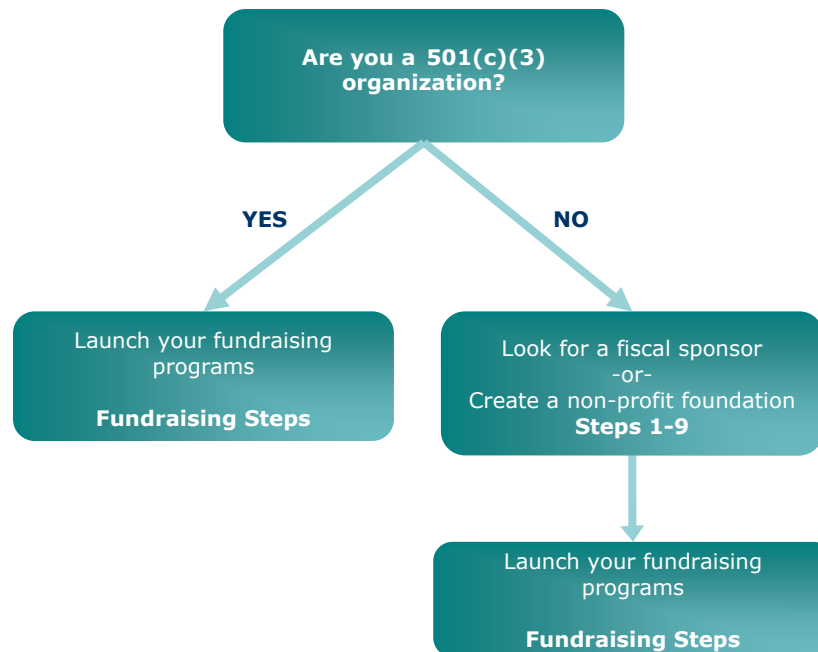
The following sites offer advice, ideas, and direction to help with fundraising:

- AFP-Association of Fundraising Professionals- <http://www.afpnet.org/>
- A Fund Raising Resource Library- <http://www.raise-funds.com/exhibitlist.html>
- Nonprofit Fundraising and Grant writing/Free Management Library- http://managementhelp.org/fndrsng/np_raise/np_raise.htm



Determining Organizational Status

The following flowchart shows the essential steps outlined in the following pages necessary to create a successful EMS public charity.



Are You a Public Charity?

Tax Exempt vs. Tax Deductible

"Tax exempt" does not necessarily mean "tax deductible." A tax exempt organization is one that does not have to pay income taxes. Contributions made to certain tax exempt organizations may be deductible on the donor's federal income tax return. While the Internal Revenue Service (IRS) defines more than twenty different categories of tax exempt organizations, contributions to groups in only a few of these categories are tax deductible.

Determine Your Tax Exempt Status

You can determine the tax exempt status of an organization either by contacting the local office of the IRS, or by asking the organization for a copy of its "Letter of Determination." A "Letter of Determination" is the formal notification an organization receives from the IRS once its tax exempt status has been approved.

Organizations that Solicit Donations

Organizations that solicit tax-deductible, charitable contributions are generally classified as 501(c)(3) organizations. Volunteer fire departments may be classified as a 501(c)(4), to which contributions may be deductible as charitable donations if the contributions are used for public purposes.



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Partnering with another Public Charity

Often times, EMS providers don't have the resources or staff necessary to create a separate public charity. Consider locating a public charity in your community that has a similar mission to yours and will act as a fiscal sponsor on your behalf. These may include:

- Hospital foundation or auxiliary
- Fire department auxiliary or benevolent fund
- Local community foundation

If this is not the case and you believe there is genuine community interest, use steps 1-9 in the following section to create your own nonprofit foundation.





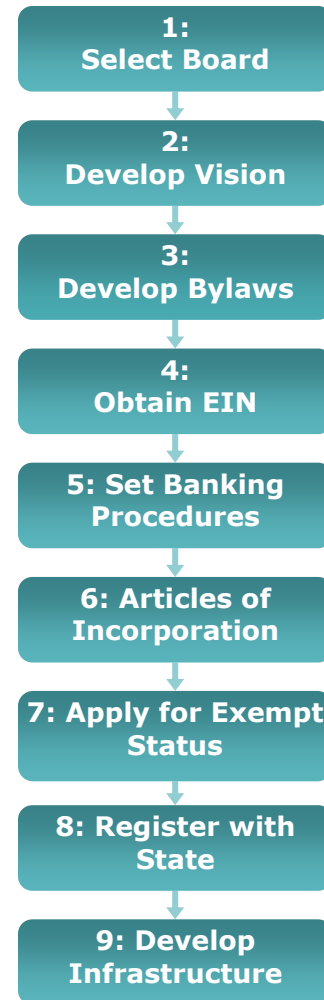
Launching a Nonprofit Foundation

Benefits

A charitable foundation gives key community and philanthropic leaders the opportunity to be actively engaged in fundraising efforts to support your mission, and provides individual donors with a tax deduction for their contributions to your program. Other potential benefits include:

- Eligibility for increased public and private funding and grant opportunities
- Possible state and federal exemptions from payment of corporate income, sales, and property taxes
- Lower postal rates on third-class bulk mailing
- Less expensive advertising rates in publications and discounted space from some internet service providers
- Free television and radio public service announcements may be provided by the local media to 501(c)(3) organizations to reach and educate your community

Steps to Launch:



Step 1: Select individuals to serve on the board

Your organization must have a name, a Board of Directors or Board of Trustees, and a set of bylaws in place before the application process begins. The number of Board members required depends on the size of your organization and may be as small as one director. The number of Board members and their responsibilities should be detailed in the bylaws and in your organization's articles of incorporation.

Potential new board members should possess the following qualities:

- Have a passion for your mission.



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- Ability to listen, analyze, think clearly and creatively, work well with people individually and in a group.
- Willingness to prepare for and attend board and committee meetings, ask questions, take responsibility and follow through on a given assignment.
- Contribute personal and financial resources in a generous way according to circumstances and open doors in the community.
- Cultivate and solicit funds, cultivate and recruit board members and other volunteers, read and understand financial statements, learn more about the substantive program area of the organization.
- Possess honesty, sensitivity to and tolerance of differing views, a friendly, responsive, and patient approach, community-building skills, personal integrity, a developed sense of values, concern for your nonprofit's development, a sense of humor.

Board Source- <http://www.boardsource.org/> *this is a great resource for information on creating and maintaining a successful non-profit board.



Step 2: Develop vision and mission statements

Creating a strong and effective mission or vision statement is one of the most important steps a foundation can take. It not only clearly conveys organization goals to the community; it represents goals to be revisited regularly by foundation leadership in order to maintain a clear path for the foundation. Statements should be clear and concise, usually no more than 2-3 sentences.

Sample EMS foundation mission statements:

- *The Ocean City Paramedic Foundation is comprised of volunteers focused through fund-raising efforts on training of Ocean City Paramedics and the purchasing of equipment thereby ensuring the best possible life saving capabilities for our families, friends and neighbors.*



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- *Helping emergency services in your community.*
- *Funds raised by the Foundation through the generosity of our donors do not replace EMS's core funding, but rather enhance safety and paramedical research, practice and training. Specifically, funds raised through the Foundation support education, injury prevention, research and equipment.*
- *The Arkansas EMS Foundation provides support to the EMS community in the advancement of Emergency Medical Services in Arkansas. The Arkansas EMS Foundation also provides support and assistance to the Arkansas EMT Association and the Arkansas Ambulance Association in offering quality emergency medical technician training and emergency medical services education in Arkansas.*
- *Raising money to support excellence in pre-hospital emergency care.*

Step 3: Develop bylaws

Please feel free to contact the Medic One Foundation for a copy of its bylaws to use as a template.

Step 4: Obtain an employer identification number (EIN)

All non-profit organizations must obtain an EIN, regardless of whether they have any employees. This number is used on all federal tax returns and reports. Use Form SS-4, which can be found under "forms" on www.irs.gov, to obtain your EIN.

Step 5: Open a bank account and establish check signing procedures





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Step 6: File articles of incorporation with the Secretary of State or other appropriate state agency.

Step 7: Apply for exempt status with the IRS using form 1023. This will take between 3 and 12 months.

Step 8: Register with the state where you plan to participate in fundraising activities.

Step 9: Develop the organization's infrastructure*

- Recruit staff and/or volunteers to manage The day-to-day operations
- Establish a payroll system, if needed
- Procure necessary insurance
- Create operating policies & procedures
- Develop gift processing/recordkeeping procedures
- Develop a fundraising plan

Use the Medic One Foundation as a resource when developing your infrastructure.



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Launching Your Fundraising Programs

First: Identify funding priorities

When identifying funding goals, each community will have different priorities. Make sure priorities line up with your mission and community needs. Examples include:

Paramedic Training

- Scholarships for training
- Continuing education
- Conference scholarships

Equipment

- Defibrillators
- Jaws of Life
- CPR/AED training manikins

Vehicles

Special Projects

- Citizen CPR initiatives

Research and medical review

- Cardiac arrest registry
- Trauma registry
- Individual research projects



Second: Identify your donor base

In order to raise funds, identify all the potential donor bases in your community. Businesses, government, non-profits (including other foundations), service organizations, and community members are all potential donors. In the United States, outright gifts and bequests from individuals make up the vast majority of all giving. Below is a breakdown of all US annual giving.

Individual and Bequest	82%
Corporate	5%
Foundation	13%

Donors must be cultivated. Large sums typically will not come on the first ask. Donors will want to be sure that your foundation is the best place for their charitable contribution.



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Third: Write a "case for support"

A well crafted case for support can mean the difference between a \$5 and \$5,000 gift. To create a case with impact, it must appeal to readers on an emotional level and make the problems "real." It must also be brief, interesting, and visually appealing.



Keys to a successful case:

- Focus on what sets your fundraising appeal apart from other charities and assure its relevancy to the community.
- Share pertinent facts to highlight your competence and effectiveness.
- Present an impact beyond the current campaign — Lives will be saved!
- Reveal a solution to meeting an unmet need.
- Request support for a relevant and urgent need which moves people to respond both logically and emotionally.

Fourth: Identify and implement fundraising initiatives

Many avenues exist for raising funds, some more effective than others. The key is to know your community and donors for which requests are being made.

Grants

One of the benefits of being a non-profit foundation or having a fiscal sponsor is access to government-sponsored grants, grants from private or community foundations, and corporations.

Bequests

Another significant source of revenue is bequests. A bequest in an individual's will can be tailored to complement financial goals of the foundation. It is a simple way for an individual to support your mission.



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Corporate Gifts

If soliciting corporate contributions, emphasize company exposure to the community. Identify the companies in your community that match employee contributions.

Direct mail solicitations

Direct mail can be effective for both short- and long-term fundraising goals. Also, direct mail is a great way to identify individuals in your community who have, or may be interested in, supporting your mission through a bequest.

Contact your local post office to find out if you qualify for reduced postage rates and to obtain the necessary paperwork.



Memorial/tribute gifts

Memorial and tribute gifts can be a thoughtful way to memorialize a loved one, celebrate a birthday, wedding, new baby, graduation or any other special occasion. Memorial gifts many times have a profound meaning for the family of the individual who has passed away.

Fifth: Thank and steward donors

Routine contact with donors will help ensure future giving. Regular updates through a newsletter, personal letter, or card is a very effective way to keep donors involved with the foundation.

Other ways in which donors can be thanked include fire station tours, lunch with the chief or paramedics, donor plaques, or listings on your foundation's web site. Be creative and thoughtful; donors will appreciate the extra mile.



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Protect your 501(c)(3) Status

Non-profit organizations must maintain detailed corporate records including meeting minutes, and document any major corporate decisions. Financial transactions must also be recorded diligently because non-profit organizations are susceptible to government audits. Non-profit organizations have to constantly comply with all IRS and state regulations. For some nonprofits this means filling out an IRS 990 Form if revenue has exceeded \$25,000 annually. Because regulations may change, it can be difficult to ensure your program is being compliant. It is best to consult with an attorney or other experienced professional to avoid pitfalls and successfully maintain your 501(c)(3) status.



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The Resuscitation Academy is supported by:

*Seattle Medic One Foundation in partnership with
King County Medic One
Seattle Fire Department
King County Training
Asmund S. Laerdal Foundation
Medtronic Foundation
Public Health-Seattle & King County
Harborview Medical Center-University of Washington
Life Sciences Discovery Fund*

